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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

APR - 8 1944
U.S. DEPARTMENT OF AGRICULTURE

April 1, 1944 No. 52

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WFA URGES HIGH EGG CONSUMPTION ..... to relieve present storage and shipping situation. Total production of eggs at present is about 80 percent larger than the 10 year average, 1932-42. Many factors confront the egg industry in addition to the heavy increase in production -- the storage situation is tight, packaging and transportation problems are difficult, reduced manpower affects many egg-breaking and egg-drying plant capacities. A fact sheet is being issued by Office of Distribution outlining problem and aids. Look for it.

THE NEED IS URGENT FOR INCREASED ... acreage of vital war crops, and WFA is issuing Food Information Series pieces containing basic information on soybeans, peanuts, dry beans, and sugar beets. AAA has sent out circular letters urging increases in these four crops as well as dry peas and flaxseed. Intentions to plant reports issued recently indicate necessity for immediate information to farmers showing war needs for increased acreages of these crops.

MORE ON JEFFERSON BICENTENARY ..... Secretary of Agriculture Wickard will speak on "Jefferson and Democracy" at the Monticello observance of Jefferson's birthday April 13. There is a possibility that one of the major networks will broadcast the program from Charlottesville.

THE Agricultural Leaders' Digest will feature Jefferson in the lead article for the April issue.

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PRESS RELEASES TO CHECK ..... "Protein Meal Deliveries," USDA 1981-44. "WFA Changes in Carlot Egg Purchase Program," USDA 1979-44. ... "Dairy Workers from Newfoundland to Northeast States," USDA 1978-44. ... "Flour Export Program for Cuba Announced," USDA 1975-44. ... "Food Distribution Order No. 63 Amended (Linseed Oil)," USDA 1976-44. ... "Allocation of Fats and Oils to Industry," USDA 1973-44. ... "Conserving Agricultural Bags and Bagging," USDA 1972-44. ... "Soil-Stored Moisture Indicates Dry Land Crop Prospects," USDA 1968-44. ... "WFA and OPA Name Seven Industry Advisory Committees," USDA 1967-44. ... "No Tires for 'Converting' Steel-Wheeled Tractors," USDA 1961-44. ... "Quarterly Food Allocations for April-June," USDA 1958-44. ... "Crushers Committee Discuss Flaxseed," USDA 1956-44. ... "Report on Wholesale Food Industry Advisory Committee Meeting," USDA 1955-44. ...

FOR LATEST information on increases in farm real estate values see March issue of "Current Developments in the Farm Real Estate Market." This should provide data for use in local stories to curb land boom.

MARKETING ABUNDANT FOODS

Here is the list of really abundant foods over most of the country:

* Potatoes
* Shell Eggs
* Frozen Vegetables
Cabbage
Carrots
Spinach
Beets
Canned Green and Waxed Beans
Grapefruit and Smaller Oranges
Frozen Baked Beans
Peanut Butter
Citrus Marmalade
Lard

Not quite so plentiful or limited to certain regions:

* Pork - Variety cuts and non-rationed items such as fat back, pork hock, pork jowls, pork knuckles, etc. Supply tightens in some areas remote from packing centers.
* Starred items are those deserving active promotion, if abundant locally.

COTTON PLANTING TIME IN THE SOUTH ... is the best time to start planning for longer staple and higher grade cotton. After planting critical war crops, farmers who plan to put part of their acreage into cotton, should make that acreage count for the most by planting the kind of cotton needed.

ALTHOUGH a carryover of American Upland cotton of a little more than 10 million bales next August 1 is in prospect, the U. S. will have a relatively small supply of the particular grades and staples in greatest demand. (USDA press release 1793-44) Premium and discount rates applicable to all American Upland cotton under the 1944 Cotton Loan Program were announced earlier this month by WFA. The premiums offered for longer staple higher grade cotton, it is hoped, will further increase the planting and yield of the staples and grades desired for war needs. (USDA 1793-44)

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"HIDDEN WEAPONS" ..... a one-reel movie, has been released in local theaters this week. Contributed by the War Activities Committee of the movie industry and produced in cooperation with OWI, the movie recognizes past achievements in farm production and asks for more farm labor volunteers to help get even greater production this year. It also asks for an increase in the number of Victory Gardens. Look for it soon at your local theater.

WFA ADMINISTRATOR JONES CLARIFIES ... AAA position on selective service deferment and gasoline rationing in statement sent to House Appropriations Sub-Committee Chairman and introduced into the Congressional Record. The full statement is being reproduced as Food Information Series; you will want to watch for it.

CAMP FIRE GIRLS AID FFFF PROGRAM ..... on the farm and in their national publication. The February issue of "The Guardian" carried Victory Garden and Farm Aide information. "Serve-by-Sharing" bulletin outlined all the wartime activities Camp Fire Girls could do, with sketches showing "Winnie Warbond," "Rosie Ration," "Sally Salvage," "Hattie Harvest," "Susie Savehealth," "Connie Clothes-care," and "Merrie Morale," doing their part. Camp Fire Girls are already making plans for helping farmers "Grow More in '44," and to harvest it, too.

*** NATIONAL FARM AND HOME HOUR ***
Week of April 3 - 7, 1944

MONDAY - Glenn A. Cumings, BPISAE, and Wallace Kadderly, "It Makes a Difference Where You Place the Fertilizer."
TUESDAY - Dr. E. O. Malott, Chief, Transportation and Storage Branch, OFM, WFA, "Farm Gasoline," and Gerhard Isaac, BAE, and Wallace Kadderly, "Farmers' Income Estimate."
WEDNESDAY - Ruth Van Deman, BHNHE, "Beware the Clothes Moth," and W. A. Davidson, Chief, Seed Division, Grain Products Branch, OofD, "Seed Protection."
THURSDAY - Dr. E. C. Auchter, ARA, "Science and Future Production."
FRIDAY - Victory Gardens, Ernest Moore and Duke DuMars, "Strawberries and Other Small Fruits."

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CONSUMER TIME ..... April 8 will promote "Eggs." Not only is this the peak production period, but also the Saturday before Easter lends itself to discussion of eggs. That's Saturday, April 8, at 12:15 EWT, NBC.

FIBBER MCGEE AND MOLLY ..... will devote their April 11 show to "Grow More in '44." WFAdministrator Marvin Jones will speak on their time outlining needs for increased food production.

YOU'LL WANT TO LISTEN APRIL 8 ..... to the Metropolitan Opera broadcast. Extension Director M. L. Wilson will participate from New York in the Opera Quiz of the Air during one of the intermissions.

SECRETARY TO BROADCAST FROM BOSTON ... on April 11 on "Agriculture's Reserve Troops. Speaking before the Advertising Club of Boston, he will stress the importance of Victory Gardens in national food production. The station is WCOP and the time is 1:30 p.m., EWT.

FARM LABOR INFORMATION KIT ..... will go into the mail by the end of next week. Copies will be sent to county agents, and a limited supply to State Extension offices.

CALENDARS -- OLD STYLE AND NEW STYLE.. A friend of the Department, with an eye for accuracy, detected in the Jefferson Bicentenary publicity a date which did not mesh with his recollections. The discrepancy is explained by this -- We celebrate Jefferson's birthday on April 13, although he was born April 2, 1742. Jefferson was born in the days of the Julian, or old style, calendar, ten years before the Gregorian, or new style, calendar was adopted. Apparently he himself set the precedent by celebrating the occasion on April 13.

FOOD FRONT ALERT ..... similating a local paper's special edition, was sent out recently by Iowa Extension Service. This "newspaper" contained special edition helps for food production drives in the counties, with stories and ads suitable for local adaptation.

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* Army Day	- April 6	*
* Conservation Week	- April 1 - 7	*
Pan-American Day	- April 14	
National Boys and Girls Week	- April 29 - May 6	

WICKARD TALKS ON "EXPLORING AGRICULTURE'S POST-WAR ECONOMIC PROBLEM"

Speaking before a meeting of the National Association of Mutual Insurance Companies in Chicago, March 22, Secretary Wickard said:

"Without laying claim to any unusual ability to see what the peacetime problems are going to be, I will say that the longer this war goes on, the more I am convinced that we are likely to face a good many of the very same problems we faced after the last war. ... In the first place, although we had made a lot of progress, we hadn't anywhere near solved all of our agricultural problems when the present World War obscured them ....

"There are going to be many kinds of economic problems for Agriculture but one of the biggest, it seems to me, can be stated rather simply. It is: Finding a good market for all the American farmers want to produce and can produce within the limits of sound farming methods. ... . Increasing production one half above prewar by 1950 doesn't seem unreasonable when we stop to think that our production in 1943 was almost a third higher than 1935-39 production, despite wartime production obstacles. Now, it is estimated that our population by 1950 will be not much more than 10 percent larger than the average for 1935-39. Therefore, our agricultural production per capita under these assumptions will be way beyond any comparable figure in the past. ....

".... But even though we do find the right answers and our per capita domestic consumption of food and other agricultural commodities has increased, say as much as 15 percent above the pre-war level, what are we going to do with the rest of the increase of which we are capable, amounting to perhaps 15 percent of our total production? ...

"At best, it doesn't seem that we will be able to increase the industrial uses by 1950 to a point where more than 5 percent of our total production will be absorbed.

"That leaves 10 percent of the expanded production, or an amount equivalent to 15 percent of our prewar production, to be exported. ... Are we, as individuals and as groups, ready to accept in exchange products which can be more efficiently produced in other nations? Let us be honest with ourselves about this, because honesty as usual is the best policy. Are we really ready to advocate lower tariffs rather than higher tariffs? Are we ready to agree to fewer trade barriers rather than more? All of us know that international trade is a two-way street. Are we willing to act as if we know it? .....

"I can't think of anything that would cause us more economic difficulties in the postwar period than permitting ourselves to be caught up in an inflationary cyclone during or immediately after the war. ...

"Today there are unmistakable signs that another land boom is in the making. ... There are some measures, such as a stiff capital gains tax on the profits of farm sales and the limitation of credit, which would help to hold the boom down, but apparently there aren't enough people aroused to bring about such action. ..."

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